

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, IP addresses, pixel tags and browsers, then read about these [key terms](#) first. Your privacy matters to Google so whether you are new to Google or a long-time user, please do take the time to get to know our practices – and if you have any questions [contact us](#).

Information we collect

[Back to top](#)

We collect information to provide better services to all of our users – from figuring out basic stuff like which language you speak, to more complex things like which ads you'll find most useful, the people who matter most to you online, or which YouTube videos you might like.

We collect information in the following ways:

- **Information you give us.** For example, many of our services require you to sign up for a Google

Account. When you do, we'll ask for [personal information](#), like your name, email address, telephone number or [credit card](#) to store with your account. If you want to use some of the sharing features we offer, we might also ask you to create a publicly visible profile, which may include your name and photo.

- **Information we get from your use of our services.** We collect information about the services you use and how you use them, like when you watch a video on YouTube, view content on our advertising services, or view and interact with our ads and content.

- **Device information**

We collect [device-specific information](#) (such as your hardware model, operating system version, [unique device identifiers](#), and mobile network information including phone number). Google may associate your [device identifiers](#) or [phone number](#) with your Google Account.

- **Log information**

When you use our services or view content provided by Google, we automatically collect and store certain information in [server logs](#). This includes:

- details of how you used our service, such as your search queries.
- telephony log information like your phone number, calling-party number, forwarding numbers, time and date of calls, duration of calls, SMS routing information and types of calls.
- [Internet protocol address](#).
- device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URI.

Example

This includes information like your usage data and preferences, Gmail messages, G+ profile, photos, videos, browsing history, map searches, docs, or other Google-hosted content. [Learn more.](#)